

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

E44
1.1.1

DESCRIPTION OF UNITED STATES GOVERNMENT EXHIBITS FOR DISPLAY
AT VARIOUS STATE FAIRS AND EXPOSITIONS, SEASON,
1918-1919.

May 31, 1918.

The exhibits of the several Executive Departments and independent establishments of the Government service which are planned to be displayed at a number of the larger State fairs and expositions throughout the United States during the season of 1918-1919, may be summarized as follows:

WAR DEPARTMENT

Browning Machine Gun, light type.
Lewis Machine Gun, Aircraft type.
2.95-inch mountain gun.
Projectile for 75 mm Field Gun.
Complete Infantry Equipment.
Trench Helmet.
Springfield Rifle, model 1917.
Enfield Rifle, Model 1918.
Hand Grenades.
Wooden Blocks showing penetration of old and modern type rifle bullets.
Trench Periscope.
4 Lay Figures equipped with different kinds of uniforms furnished by the Q. M. Corps for our troops in France, this to include a flying suit used by aviators.
Models of the different kinds of tents used in the Army,
Set of Regimental and National Colors, silk.
10 Storm Flags.
4 Post Flags.
Boards to carry the insignia and rank of Commissioned Officers and the Chevrons of enlisted men, also wound and service chevrons authorized for Officers and Men Serving in France.
Gas Masks.
Lyster Water Bag.
Trench Pump.
Trench Scoop Shovel.
Portable Field Wireless Outfit.
Set of Heliograph Instruments.
Set of Lanterns for Night Signalling.
Set of Day and Night Rockets.
Set of Signal Flags.

It is estimated that for the proper display of this material about 2500 square feet of floor space will be required.

1995-1996
Yearbook
of the
University of
Mississippi

卷之三

NAVY DEPARTMENT.

At all fairs and expositions, will be shown two models of modern battleships, dreadnaughts, cruisers, destroyers, etc., in addition to the following accoutrements:

- 6 Rifles, complete, with bayonets and slings.
- 2 Drums, with sticks and slings.
- 2 Trumpets, with slings.
- 2 Flags, signal, 4-ft., with staffs.
- 2 Flags, signal, 2-ft., with staffs.
- 2 Flags, semaphore, with staffs.
- 1 Flag, recruiting.
- 1 Flag, automobile, Major General, with staff.
- 1 Guidon, silk, with staff.
- 1 Pennant, brigade, small, with staff.
- 1 Guidon, ambulance and dressing station, with staff.
- 2 Swords, N.C.O.
- 1 Scabbard, N.C.O.
- 1 Scabbard, N.C.S.
- 1 Lewis Machine Gun, complete.
- 2 Belts, web, cartridge.
- 1 Haversack and pack carrier, complete with clothing.
- 1 Canteen. 1 Cover, canteen.
- 1 Cup, canteen. 1 Bayonet.
- 1 Scabbard for. 1 Package, first-aid.
- 1 Pouch for. 1 Life Preserver (vest type).
- 1 10.5 cm gun. German Rifles.
- 1 Colt Automatic Pistol. Projectiles.
- 14" Powder Tanks. Depth Charge.
- Naval Mine & Anchor. Dummy Aero Bombs.
- Torpedoes with truck. Outfit winter clothing.
- Submarine winter clothing.

AGRICULTURAL DEPARTMENT.

The exhibits of the United States Department of Agriculture will consist of photographs, photographic enlargements, transparencies, charts, diagrams, maps, samples or specimens in various types of containers, models, special pieces of apparatus and instruments of various kinds used in investigations carried on by the different bureaus. These exhibits will be used separately or combined in various ways and displayed in cases of special design or on screens, in frames or on other supports. Pictures will be used to illustrate many subjects or to supplement other exhibits.

The object of these exhibits is to illustrate the nature of the work carried on by the Department and the results achieved. By their proper display this work is taken home to the people and in a way that all can understand and appreciate.

Appropriate selections for each of the proposed five circuits of fairs will be made from material noted in the "Outline of the Department's Exhibits" enclosed herewith.

卷之三十一

problem to follow - front of Hwy, Israeli says has strict life
of self-sacrifice, however he means

1973 年 1 月 1 日至 1974 年 1 月 1 日

DEPARTMENT OF THE INTERIOR.

Bureau of Mines.

The Bureau of Mines will send one of its Mine Rescue Cars to as many of the fairs as can provide trackage facilities within or adjacent to the fair grounds. This car will be equipped with apparatus used by the Bureau of Mines in its rescue work and full crew of five men will be on duty in each car to explain the intricate rescue apparatus to the public as they pass through the car.

DEPARTMENT OF COMMERCE.

Bureau of Fisheries.

Food Supply - Utilization of unused fishery products:

Samples in tin (or glass) of whale, shark, grayfish, kippered sablefish, and grayfish milt, etc.
Posters of sablefish, grayfish, eulachon, burbot, drum, tilefish, and skates and rays.
Economic circulars relating to fish as food displayed under glass.

Leather -

Samples of tanned skins of aquatic animals displayed in frame under glass.

Pearl Buttons -

Several trays showing a few varieties of shells, cut shell, and several stages of manufacture.
Perhaps 12 trays in all, each 6" x 8".

Map of United States (in 18" x 24" frame) showing stations and laboratories of the Bureau.

U. S. FOOD ADMINISTRATION.

The exhibits of the U. S. Food Administration will consist of:

12 Panels showing the purpose, scope and accomplishments of the Food Administration.

POSSIBLE SITE OF MIGRATION

... certain to proceed

The original research will be done before this section is worked out.
The sections on which additional information may be available to you
will have extensive trim paragraphs added later. Obviously that will not be
the case with this one. You should expect at least to proceed with
any sort of coverage sooner rather than later. The whole of the
area is ignorant except possibly in the

ADDITION TO THE TRAIL

... certain to proceed

Introducing yourself becomes to noisiness - right now
- you're, I think, likely to (beginning) not in a place
of, I think, being, but, probably because plant
, nothing, nothing nothing, probably to myself
, probably outside has , difficult , there
- is best to wait or guidance involves somehow
, easily when buying

- waited

Buy again eliminate traps to add to band to add to
, easily when buying

- spotted first

, will to capture will a trap to exist involved
, which looks to begin because has , this two
,"G x "D does , this will happen if required

another animal (about "40 x "81 m) added behind to get
, because will be surrounded the

NOTIFICATION COOT, ETC.

to find out how notifications look , it will be difficult and
communications between , especially with university seems to
, notifications look will be

Charts showing the situation with which the Food Administration is dealing.

Two cases of educational propaganda which will show the work being done by the Home Conservation Department.

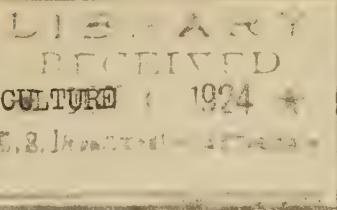
COMMITTEE ON PUBLIC INFORMATION.

Twenty multiplex display boards on which will be mounted charts from the Army departments and official photographs.

MOVING PICTURES.

Where there are suitable facilities the exhibits from the several Departments of the Government will be supplemented by motion pictures, illustrating important activities now being carried on to meet the demands upon the country in the present crisis.

Indicates that most patients with malignant glioma have a short survival period, ranging from 6 months to 2 years, and that the tumor is usually fatal.



TREND OF PRICES

A vast number of dairymen in the United States depend upon the success of our several thousand creameries and cheese factories. If these dairymen are to be most successful, dairy manufacturing plants must follow a wise marketing policy. Intelligent marketing means a constant study of market conditions, and it is toward the end of providing the industry with current market information that the Department's market news service is operated.

For the individual who must keep up to the moment, telegraphic reports or radio reports are provided. Where such prompt service is not necessary reports are sent by mail. For the receiver in the market who handles the creamery's product, prompt compilation and release is made of current local market information.

Market reports serve numerous purposes. They not only show what is happening in the markets, but through systematic use aid in determining sales policies. Price reports provide the basis for the sale of cream by the producer, and the sale of butter by the manufacturer. They also serve as a basis for price agreements in contracts. Supply and demand statistics are recognized as vital to both buyers and sellers, and serve to protect the industry from unwarranted changes.

More than 10,000 firms cooperate regularly with the Department in various phases of the dairy market news service. Without this cooperation the market reporting service could not be continued. With it the industry is served daily, weekly or monthly with market reports, the frequency of release depending upon the commodity and the needs of the industry.

While market reports are free, they are furnished only to those who request them.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY EXHIBIT

D4

THE WORLD DAIRY INDUSTRY

This exhibit raises the question whether the recent expansion in the dairy industry throughout the world has gained such momentum as to carry production to a point where its relative profitableness will have been lost before adjustments are made to the rapidly changing situation. Stabilization is the desired alternative to periodic overproduction and underproduction.

This is symbolized by ships representing the various producing countries. The ships are steering their course between a lighthouse that warns of the rocks of underproduction on the one hand, and on the other a bell buoy that warns of the whirlpool of overproduction.

"Prices at home and abroad since the War have favored dairying". This caption summarizes a series of ten charts which emphasize by repetition that since 1913 the trend of prices of dairy products in other countries as in the United States, were during the war, unfavorable, and then since the war favorable to dairy production as compared with other farm products.

The radical changes in international trade that were made by the war, both as to sources of supply and centers of consumption, are suggested by charts. Newer sources of supply, especially in the Southern hemisphere, have taken the place of older exporting sections. Now as the surplus of these displaced areas recovers, the emphasis is shifted to a prospect for correspondingly increasing demand. Another chart summarizes the foreign trade of the United States in dairy products. This trade has swung again, as before the war, to an import basis. Altogether, the situation is pictured as one justifying a note of conservatism in further expansion of our own dairy industry, and emphasizing the general desirability of prudent farsighted adjustment.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY EXHIBIT

D4

EXTENT OF DAIRY INDUSTRY

This display is designed to show the magnitude of the Dairy Industry of the United States. Our yearly milk production is 109,766,062,000 pounds. If collected in a single reservoir this would form a lake 1 1/4 miles long, 1 mile wide and 50 feet deep. This would float our navy and leave room for another navy of equal size. The value of dairy products in 1923 was \$2,566,000,000, which if applied to the public debt would pay it off in ten years.

These comparisons are of little importance along side of the fact that dairying provides a reservoir of healthful food of first importance to the nation. The amount of milk consumed by each individual may appear insignificant until it is viewed in the mass.

The vital importance of the Dairy Industry needs to be appreciated more thoroughly by the nation as a whole. The importance of saving and grading this food supply and establishing dairy organizations on a permanent and satisfactory profitable basis is paramount. It is of first importance in preserving the health and vitality of our people and supporting the national strength.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY EXHIBIT

D4

THE BRIDGE OF COOPERATIVE MARKETING

Cooperative marketing is one route by which commodities may be transferred from the producer to the consumer.

Ideally, it means better marketing. For that reason it is represented as a substantial bridge over which dairy products may move to market without encountering curves or grades that mean delay and added costs.

It is a direct route. Products marketed cooperatively do not take a side trip through speculative channels.

It is a safe route, if the cooperative bridge is strong.

The bridge engineer estimates the maximum load that the structure will have to bear, and then adds additional strength as a "factor of safety". The same principle should be observed in building a cooperative organization.

The best bridge will deteriorate and become unsafe if no attention is paid to its maintenance. The maintenance of the cooperative bridge is the responsibility of the producers and the officers and managers that they employ.

The factors essential to the safety and efficiency of the cooperative route to market are shown in the panel to the left.

The results of efficient cooperative marketing are shown under "Cooperative marketing opportunities" in the panel to the right.

The realization of these opportunities depends primarily on the factor already mentioned--a sound marketing structure adequately maintained.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY EXHIBIT

D4

FARM ORGANIZATION.

The problem of reorganizing a farm for the greatest profit is shown in an exhibit which presents a record of what one farm actually did in making a net balance of \$356. A record of the crops, livestock and a complete financial statement shows the income from various sources. For comparison with this there is presented an outline of how the same farm under a different method of organization might easily have returned a net balance of over \$1400.

Every farm presents a different problem, consequently the plan followed on this farm cannot be recommended except as an example of the manner in which the reorganization can be made. The proper balance of crops and livestock has to be worked out under each set of local conditions for each and every farm. The exhibit is a typical method of what has been done on hundreds of farms after a close study of farm management information.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY EXHIBIT

D4

MARKET INFORMATION

Market news has come to be of vital importance in the farm business. The farmer without market information is like a rudderless ship in constant danger of going on the rocks.

To be of greatest value this market news must be fresh - delivered hot off the bat - today's markets today.

The United States Department of Agriculture market news service that covers practically all the leading farm markets and reaches all parts of the country. Trained market reporters keep in close touch with conditions and prices on the markets and flash their reports over a leased telegraph wire system from coast to coast, and into the Southeast and Southwest.

Branch offices on the 7,000-mile leased wire system take off the news and dispatch it at once to producers, shippers and dealers. The reports are also furnished to upwards of 85 radio broadcasting stations and received in thousands of farm homes by radio. Any farmer can have before him each day a comprehensive report on the markets the same day the business is done.

Dairy market reports are issued on butter, cheese, condensed and evaporated milk, and powdered milk. The story of the collection and distribution of these reports is shown in the films in this exhibit.

Ask for the report that interests you. They are free.

UNITED STATES DEPARTMENT OF AGRICULTURE
SUMMARY OF DAIRY INDUSTRY

D4

ECONOMICS OF MARKETING.

A knowledge of the cost of distribution is fundamental to the planning of a sound marketing system. This exhibit is designed to present one phase of the Department's cost studies in simple form which will show how the subject is analyzed in the study of marketing processes.

Analysis of the distribution of retail prices of bottled milk in Washington, D. C., is shown by diagrams. The proportion of the retail prices which goes to the producer for transportation and to the retail distributor under three methods of distribution is shown namely;

1. When milk is sold on distributor's routes.
2. When sold through chain stores.
3. When sold through other stores.

Analysis of the cost of profits of three milk distributors in a middle Western city indicates the factors which may increase or decrease profits. The cost of raw material, manufacture and expense, delivery and selling expense, general administration and profit are each presented graphically for three dealers. These displays show the importance of accurate and complete cost accounting records.

The single matter of the effect of a larger wagon load in reducing a distributor's delivery cost is also presented. The records from two dealers are shown. This display is designed to emphasize the need for each distributor making a careful study of his own costs and comparing them with those of other dealers in order to develop more economical methods of distribution and to stop losses in his business.

Ex-AV

United States Department of Agriculture

Summary of Exhibit

PROTECT YOUR LIVESTOCK FROM PREDATORY ANIMALS

Over \$12,000,000 worth of livestock is destroyed annually in the West by predatory animals. Among the most destructive of these is the coyote, which in some sections is so active as to practically drive the sheep, poultry, and swine business from large territories which otherwise are eminently suited to it.

Suspicious and cunning, coyotes are difficult to kill and until recently the trapping and poisoning methods used were not producing results in large enough measure to give adequate protection to livestock. However, investigations and experiments by the Biological Survey of the United States Department of Agriculture have developed a method of processing strychnine which delays its bitter taste. This product with an improved form of bait is being used in destroying predatory animals and is proving so effective as to supersede the old forms of poisoning. It offers to the livestock industry a practical solution of the coyote problem.

Information on the method of using the poison and placing the bait and help in control of predatory animals may be obtained from the Predatory Animal Inspector, who represents the State and the U. S. Department of Agriculture.

This exhibit which is in the form of a habitat group, illustrates in a realistic way how the bait is made and placed in a strategic position and the result, which is a dead coyote.

The scene shows a typical stretch of range country, which is carried into the distance on a painted background. On the crest of a rise a coyote stands viewing the bait and his dead partner in the foreground.

The group is housed in a booth 10 feet wide by 8 feet deep draped with gray burlap. A sign over the opening reads "Protect your Livestock from Predatory Animals."

The exhibit packed for shipment weighs about 750 pounds.

